

What Is Claimed Is:

1. A method for doing business comprising:
providing an individual with a virtual environment
and at least one virtual element within said virtual
environment, wherein said virtual environment is
configured so that additional virtual elements can be
introduced into said virtual environment, and wherein
at least one of said virtual elements comprises a
virtual character comprising a behavior state, an
emotion state and a learning state, and wherein said
behavior state, said emotion state and said learning
state are capable of changing in response to stimuli
received from within said virtual environment and/or
from outside of said virtual environment; and
enabling a customer to add an additional virtual
element to the virtual environment in response to the
purchase of a product.

2. A method according to claim 1 wherein said
additional virtual element is different than the
product being purchased.

3. A method according to claim 1 wherein the product comprises a good.

5 4. A method according to claim 1 wherein the product comprises a service.

5. A method according to claim 1 wherein the product is purchased by the customer on-line.

10 6. A method according to claim 1 wherein the product is purchased by the customer at a physical location.

15 7. A method according to claim 1 wherein said additional virtual element is delivered to the customer on-line.

20 8. A method according to claim 1 wherein said additional virtual element is delivered to the customer on electronic storage media.

9. A method according to claim 1 wherein said additional virtual element is configured to change state in response to stimuli received from within said virtual environment and/or from outside said virtual
5 environment.

10. A method according to claim 1 wherein said additional virtual element comprises a virtual character.

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11. A method according to claim 1 further comprising:

enabling a customer to add an additional virtual element to the virtual environment without the purchase
15 of a product.

12. A method according to claim 1 including the further step of tracking the results of customer interaction through metrics specific to a measure of
20 Brand Involvement.